

SYNOPSIS OF FEDERAL TRADE COMMISSION DETERMINATIONS
CONCERNING PROMOTION OF PRODUCTS AND PLANS FOR WEIGHT CONTROL*

Porter & Dietsch, Inc.

Docket 9047

This synopsis has been prepared for purposes of 15 U.S.C. §45 (m) (1) (B), a law which provides for civil penalties for certain violations of the Federal Trade Commission Act. The Federal Trade Commission has determined that the following acts or practices are deceptive and are unlawful under Section 5 (a) (1) of the FTC Act, 15 U.S.C. §45 (a) (1).

A. It is deceptive to represent, directly or by implication, that use of an appetite suppressant, and/or methylcellulose, enables a person to lose body weight or fat without dieting or restricting his or her accustomed caloric intake.

B. It is deceptive to represent, directly or by implication, that a weight control product contains a unique ingredient or component, unless the ingredient or component is not present in other available weight control products.

C. It is deceptive to represent, by means of testimonials, directly or by implication, that any particular experience with a weight control product or plan reflects the typical or ordinary experience of users of the product or plan, unless the representation is true.

D. It is deceptive to represent, directly or by implication:

1. that use of a weight control product or plan will result in weight

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